



GOVERNOR'S

**20
21 | SMALL
BUSINESS**
WEBINAR SERIES

Identifying Your Target Market

Small Business Assistance Team

October 7, 2021



**OFFICE OF THE
GOVERNOR**

ECONOMIC DEVELOPMENT & TOURISM



What Do You Think?

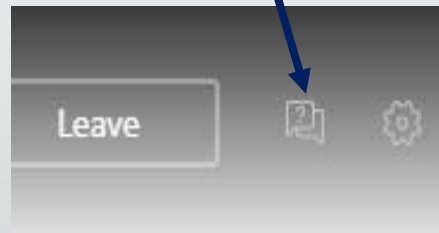
Please like one of these statements, in the Featured Feed:

I believe that I have identified my target market

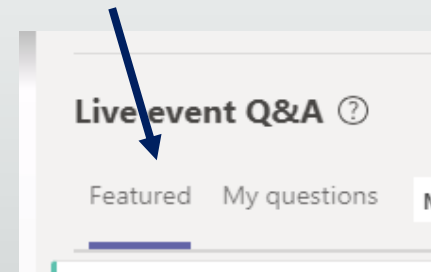
OR

**I feel that my product/service is for everyone
and not a specific target market**

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





Adriana Cruz

**Executive Director
Economic Development & Tourism
Office of the Governor**



gov.texas.gov/business

512.936.0100

     @TexasEconDev



What Do You Think?

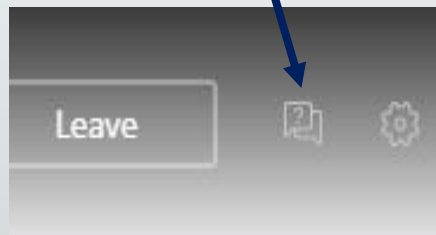
Please like one of these statements, in the Featured Feed:

**I know who my target market is, but I could use some
new techniques on how to reach my market**

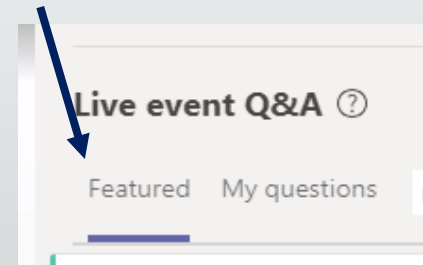
OR

I have not identified my target market

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





PANELISTS



Tamala Austin
Owner
J.I.V.E Juice

THE UNIVERSITY OF TEXAS AT AUSTIN



Interactive Health Technologies, LLC
www.ihntusa.com

Ben Bentzin
Lecturer
UT Austin – McCombs

CEO
Interactive Health Technologies (IHT)



Own What's Next.

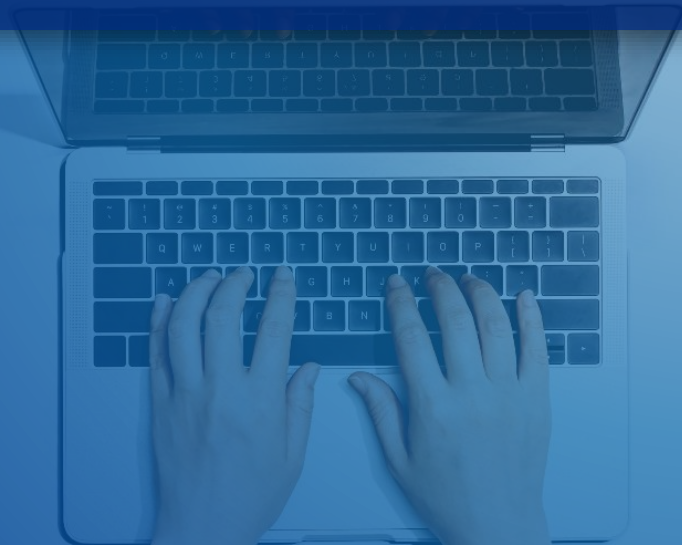
Eric Gilbertsen
Chief Client Officer
REQ



Diana Doukas
US Policy Programs Manager
Facebook/Instagram

The background of the top half of the image is a dark blue field filled with a network of white dotted lines. At various points along these lines are circular icons containing a question mark. A white silhouette of the state of Texas is positioned centrally, overlapping a large question mark icon. The overall theme is one of inquiry and research.

PANEL QUESTIONS





Frequently Asked Questions:

1. What are the demographics of the consumer that would be most likely to use your product or service?
2. What challenges does this demographic face?

Tamala



Frequently Asked Questions:

3. What are the benefits of choosing a narrow target market? Is it better for my business if we target as many potential customers as possible?

4. How do I choose the best target market for my business?

Ben



Live Q&A - Please ask questions.....

LIVE Q&A NOW OPEN

- The live Q&A feed is now open...
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized

Unfortunately we may not get to all questions...



Frequently Asked Questions:

LIVE Q&A NOW OPEN

5. How can I build a digital media plan on a small business budget?
6. I'm getting sales, but how can I understand my customer and grow from here?

Eric



Frequently Asked Questions:

LIVE Q&A NOW OPEN

7. How can I identify my audience on Facebook?
8. Once I identify my audience what tools or products can I use to target them?

Diana



LIVE QUESTIONS & ANSWERS





NEW!! Small Business Resource Portal



The Governor's
Small Business
Resource Portal

<https://gov.texas.gov/business/page/small-business-portal>

- Provides links to key resources for small businesses and start-ups
 - Local, state and federal resources
 - Business Advice & Growth Assistance
 - Funding Sources, Customized Resources
- Just answer 5 simple questions to customize your results
- Email them to yourself or print



Contact Information & Resources

The Governor's Small Business Assistance Contacts & Resources



- Governor's Small Business Assistance Team
(smallbusiness@gov.texas.gov)
 - Jarvis Brewer, Small Business Advocate
 - Jared Cruz, Business Assistance Specialist
- Small Business Resource Portal link
<https://gov.texas.gov/business/page/small-business-portal>
- Governor's Small Business Webinar series
<https://gov.texas.gov/business/page/small-business-webinars>
Transcripts and slides available here within 48 hours
- Event Calendar: gov.texas.gov/business/events



Contact Information & Resources

J.I.V.E. Juices – Juicing Is Very Essential

www.jivejuicecompany.com

info@jivejuicecompany.com

(713) 714-7514

**The University of Texas – McCombs School of Business
Center for Customer Insight and Marketing Solutions (CCIMS)**

www.mcombs.utexas.edu/Centers/CCIMS

REQ – Digital Marketing for the Branded World

www.req.co

egilbertsen@req.co

[Facebook Small Business Resource Guide](#)

www.facebook.com/business

THANK YOU



Office of the Governor
Economic Development & Tourism
P.O. Box 12428 | Austin, Texas 78711

512.936.0100

gov.texas.gov/business



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